

## Something wicked this way comes...

The Summoning is an 11-minute animated series featuring a blend of character-driven comedy and spooky action adventure, all in a gothic fantasy art-style. Each episode will feature Claire and Edgar grappling with some wild outlandish adventure or idea—magical fertilizer that awakens their vegetable garden into crazed communist rebels, or a cursed dreamcatcher that hits full capacity and unleashes all of its saved up nightmares onto reality. But while the world of Ridgewood is fantastical, the action of the show will always be rooted in grounded themes, such as the importance of never making assumptions about someone based on how they look, or the idea that family doesn't always have to take the form you'd expect.





Tonally, the comedy of the show will run the gamut from dark and macabre to incredibly silly, at times juxtaposing hyper-cute characters with goth horror imagery, subverting expectations at every turn. The scope of the world's fantasy is vast and twisted, a mashup of Tolkien, The Elder Scrolls, Dungeons & Dragons, and the cooler, lesser known corners of mythology from cultures around the world. The stakes will be big: when Claire's spells go awry the consequences will

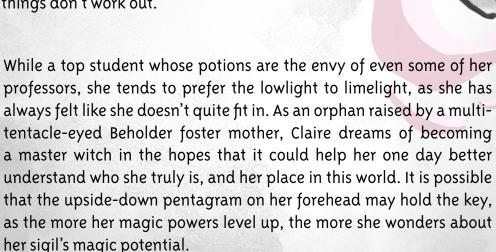


be devastating, and she will face serious threats like an army of goblins hell-bent on destroying Ridgewood as revenge for years of being guinea pigs for new magical cosmetics. But no matter what the challenge, Claire and Edgar always come up with some weird, unexpected solution—whether it was intentional or not.

### Claire

Ha-year-old gothic wood elf/kitty hybrid who is drawn to all things weird and creepy. Claire has a manic streak and as a result can seem like an angry outcast to those who don't know her. But in truth, she has a heart of gold, is fiercely loyal, and would do anything for someone in need; having grown up in foster care with a number of siblings who were frequently bullied, she has fought back against big bads ever since she was little. A truly dedicated student in the witchish arts, Claire is determined, creative, and focused at the best

of times. But her passion can lead to anxiety, overthinking and negative self-talk when things don't work out.









## Edgar

Fluffy, lazy, and highly motivated by food, Edgar is Claire's loyal best friend and troublemaking cat familiar. Edgar trains with Claire in the Ridgewood Coven and helps her as best he can with her studies, especially alchemy (he knows some obscure properties of ingredients because he's eaten most of them before). Whereas Claire is generally cool and fearless, Edgar scares easily and relies on Claire to protect him from most of the natural world. However, he is fairly attuned to the spiritual world, and occasionally has bizarre visions from previous lives that offer profound wisdom...though most of them just involve random desserts he ate.





Edgar is the youngest cat of a large litter, which often comes in handy when he and Claire are in a jam; he usually has an older brother or sister who can hook them up with whatever they need. But perhaps because he was often lost in the mix and was forced to fend for himself as a kitten, today he is always scheming to find new ways to do as little as possible. While he dreams of reaching Cat Lord status—sleeping in the sun surrounded by all the food he could imagine—he does get satisfaction from working with Claire (through he wouldn't admit that because then Claire might make him do more things—

and he does enough things.)

# You say Witch like it's a bad thing...



Claire first met Edgar when Ridgewood Coven held an open call for familiars. Edgar wasn't really looking for a job or anything, but there was free food and he wasn't about to just pass up mini-quesadillas. While the other students in the Coven rushed to grab the more formidable basilisks and razor-toothed geckos, Claire found herself immediately drawn to Edgar's daft cuteness, and they've been besties ever since.

Claire and Edgar's deep, quirky friendship is at the heart of The Summoning. They are in many ways two sides of the same weird coin, and rely on each other to get through the countless challenges of life in Ridgewood. Edgar admires Claire because she has such tremendous drive and ambition, whereas he considers merely getting out of bed a success. But the flip side of that is that as a naturally lazy cat he is great at helping her relax and unwind when a failed spell gets her too stressed out. Claire for her part enjoys being like a big sister to Edgar, nurturing him and helping him when he gets in trouble with, say, their bipolar rabbit neighbor Flufftops, or that demonic centaur down at the docks. Where Claire is spell—book smart, Edgar has surprisingly great emotional and social intelligence, so together they can take on just about any monster or transfiguration exam.

That said, their conflicting personalities do cause them to clash constantly. Edgar gets bored easily and can become quite needy, leading him to repeatedly bother Claire while she's trying to concentrate on a particularly demanding elemental summoning spell. And Claire will wake up in the middle of the night and decide she MUST complete a potion RIGHT NOW and she needs Edgar's help, when all he wants to do is sleep. But at the end of the day, they have each other's back and would do anything for each other.



A super sweet pastel goth student in the Coven who says her name is 'Swan' (her real name being Bertha. DON'T ever call her Bertha). She shows extreme kindness to everyone... but for some reason loathes Claire with a burning passion. Claire's chief rival, Swan is very competitive and determined to come out on top in any magical competition or ogreslaying contest. She has a beautiful toad as her familiar who despite her master's disapproval is constantly flirting with Edgar.

The High Priestess of the Ridgewood Coven, Valmera is a feared yet benevolent shapeshifter who usually exists as a small raven with a witch hat (no one knows her true form). Firm but fair, she loves speaking in arcane riddles that fly over most of her students' heads. Valmera diplomatically encourages Claire, as she is one of her top students, but can at times be overwhelmed by Claire's manic energy. Outside of the Coven, Valmera enjoys meditating in the woods and reading Satanic romance novels.



An intense, slightly demonic, hardworking gardener rabbit who lives next door to Claire and Edgar. Flufftops is very quick to anger, but will calm down just as fast, making her hard to socially interpret at times. A bit of a control freak, she adores Claire but believes Edgar is a pest and therefore is always trying to set Claire up on blind familiar dates with creatures she thinks would be better for her.



Claire's foster mother, who happens to be a giant multitentacle-eyed Beholder. Mom used to be a savage adventurer-killing monster who did security work in the dungeon of a local warlock, but after an incident, had a change of heart and now dedicates her life to helping unfortunate children. Claire was one of her first foster kids and the two share a special bond, with Claire coming down to Mom's cottage every week to have brunch and do her laundry.



The archetypal scythe-wielding cloaked skeleton who reaps souls and just happens to live down the street from Claire. Loves cats and only ever breaks from his graveling "deathly" voice to speak baby gibberish to kittens. After so many millennia of having the same job Death is a bit "over" the whole soul-reaping thing and is trying to start a new career. His current venture is a cleaning business, "The Grime Reaper". Can often be seen performing mediocre altfolk music with his band down at the tavern on open-mic nights.

A small, evil black cat with big, nefarious plans, who is the big bad of our first season. A former professor at the Ridgewood Coven who years ago was stripped of his powers and banished to the Plane of Inescapable Darkness for magical misconduct, he now bides his time crafting experimental "artificial magic" in the hopes of returning to the Material Plane and seeking vengeance on those who wronged him. While he's a massively dangerous threat feared by the entire Coven, his fellow cat Edgar for his part can't deny he thinks El Diablo is kinda cool.

### The Universe



### RIDGEWOOD \*\*\*

(DON'T GO ALONE....)

Due east of the Dark Mountains where the death metal Vikings dwell, and just south of the creepy River Styx-like Undying Portal to the Astral Realm, lies the peaceful forest region of Ridgewood. Its citizens are a diverse mix of wood elves hybrids (like Claire), forest animals and goatpeople (some speaking, some not so much), and random monsters of means who were attracted by its low hero-on-monster crime rates and growing gentrification. The quaint landscape is dotted with tree trunk thatch huts and small businesses, presented like video gameesque "item shops". The Ridgewoodians are for the most part simple folk, who enjoy rooting for the local Magicka team, shopping at the local farmer's market for fresh magical quinoa, and celebrating the Timeless Equinox Festival every 10,000 years.



#### THE COVEN \*

At the heart of the region is Ridgewood Coven, one of the kingdom's most esteemed institutions of higher learning. Led by the legendary high priestess Valmera, a shapeshifter who is most comfortable assuming the form of a raven, ridgewood coven provides Claire with all the resources and support she needs to hone her (witch)craft. The curriculum is rigorous and demanding, with a strong focus on alchemy (Claire's favourite). Claire gets to attend guest lectures from the academy's many notable alumni, some of whom turn out to be secret xorns monsters in disguise who are there to steal secrets for competing covens. Claire receives plenty of individual attention, as the class sizes are rather small; think of it as like a waldorf school, but for planar incantations and necromancy.





n the centre of the world, fit snug in the slump between Ridgewood and the Irontail Mountains, lies an enormous crater lake. Its water is dark and filled with stars; indistinguishable from the night sky. Standing watch is the unwieldy crustacean Cyrill, the Demigod of Transitions. It is his eternal duty to bear reborn souls through the deathly still waters of the lake that form a portal between the astral and material planes, and mark each new soul with their rebirth sign.

One day, as any other, the waters began to bubble, indicating the arrival of a new soul. As he had done a thousand times, Cyrill sunk his enormous right pincer into the waters to bring it forth, and prepared the brand of the Pentagram in his left. Suddenly, a small, dark creature shot out of the water, latching onto his arm with its teeth! In panic and reflex, he swatted at the bitey baby (to be known as Claire), accidentally leaving her with an upside-down brand on her forehead. This permanent mark on Claire's forehead may have been a mistake, but as she grew up, it would come to reflect her iconoclastic thinking, unpredictable nature, and (ironically) her total refusal to be defined by any name, mark or brand given to her by others.

Now a 14-year-old wood elf/kitty studying Wicca at the esteemed Ridgewood Coven, Claire brings that same fervent energy to her quest in becoming the most awesome certified witch around. She approaches her studies with unquenchable curiosity and a deep love for all things occult—the occultier the better! And when things get tough, she knows she can rely on her mischievous cat familiar Edgar, who will do anything to help her succeed (unless he gets distracted by, say, a piece of food, a shiny object, or look! A cardboard box!)

Leveling up her Wicca skills won't be easy. Adventure lurks around every corner of Ridgewood: Claire will have to venture to mysterious islands for potion ingredients, battle deranged monsters ranging from bloodthirsty griffins to annoying crab thingies, and get a part-time job working for Death (who happens to live in her neighbourhood, a few cottages down). But Claire is strong, driven, and determined to make it in the end, no matter how many Demigods she needs to bite.

### Season Arc

While The Summoning is not strictly serialized, over the course of the first season Claire will study various magics at Ridgewood Coven and "level up" in her abilities. And those abilities will be put to the test, as she will come to find herself playing an essential role in the dark saga of the devilish cat El Diablo's attempt to return to the Material Plane for revenge. She and Edgar will uncover the mystery of his past at the Ridgewood Coven, where he sought to pioneer a dangerous new type of technology he called "artificial magic," going so far as to experiment with it on students. This behaviour led to a god stripping him of all his magical powers and banishing him to the Plane of Inescapable Darkness, where he has been biding his time and plotting his revenge.

As the season progresses, Claire and Edgar encounter minions of his, who venture to bring him earthly components so he can return to this plane and perfect his ultimate "artificial magic" creation, which would let him drain Magika from innately magical creatures and transfer it to himself—to the point where he could become as powerful as a god! At the end of the season, despite the Coven's best efforts, he will make his triumphant return to Ridgewood, hellbent on exacting vengeance...but Claire and Edgar will learn that the story of his banishment was actually more complicated than she was taught in school, and that perhaps El Diablo isn't the one who really needs to be stopped...



## Episode Ideas

#### → GARDEN OF CRETINS →

Claire asks Edgar to pick up some fertilizer for her vegetable garden, but he is too lazy to go all the way to the store and instead picks up some off-brand fertilizer at a traveling market called "The Marxistplace". It turns out to be infused with dark magic and turns Claire's vegetables into sentient beings. While Claire is confused, Edgar shrugs, afraid to admit he did anything wrong, and tries to spin the situation, arguing the veggies can be helpful. Claire, trying to do the right thing, directs them to form a harmonious society where they each contribute equally. The vegetables multiply, turn socialist and violently rebel, however, threatening to devour Claire and Edgar, and Edgar is forced to come clean so that Claire can stop them.

#### → BLOOM RAIDER >

When Edgar complains that a peculiar bird is annoying him as he tries to hunt, Claire instantly realizes that the rare bird signals the one-in-a-century blooming of the Astral Flower, one of the coolest potion ingredients in the world. She is determined to seek it out, but her Coven rival Swan gets wind of her plans and wants the flower all for herself. When Swan sabotages her by messing with her cauldron (which is NOT OK), Claire becomes just as focused on beating her out as finding the flower, which threatens to unravel both of their plans when the flower happens to also attract a dangerous herd of infernal wildebeests.

#### → WORKED TO DEATH →

Claire needs money to buy an expensive five-eyed salamander skin for a spell, so she applies for a job as Death's Apprentice—Death needs help reaping souls so he has time to start up his new cleaning business ("The Grime Reaper"); while taking lives is cool and all, his true passion is custodial work. Claire is eager to make a good impression on her new boss and gathers all the souls on her list as fast as she can, but in her hurry she accidentally loses a whole pile of them and must scramble to find them before Death finds out—and takes her and Edgar's souls in their place!

#### → SUNDAY BUDDY SUNDAY >

Flufftops is going out of town for a retreat on blood turnip harvesting techniques, and asks a slobbering dog named Buddy to watch her farm. Claire feels slighted, surprised that her friend didn't ask her and Edgar first, but Flufftops says it's because she doesn't trust Edgar around her crops. Once Flufftops is gone, it's clear Buddy is massively irresponsible, getting fleas and stink everywhere and inviting all his gross dog pals over for a wild dog party. Claire and Edgar fight to stop them from ruining Flufftop's farm, hoping to also prove to Flufftops that they're the truly responsible ones after all.



#### → ROCKY HORROR →

#### → GHOST STORY →

Edgar is bored and won't stop bugging Claire while she's trying to perfect a particularly hard bit of alchemy. She tries everything to occupy him, pawning him off on Flufftops, seeing if Mom has an extra eye she can keep on him, but nothing works. Exasperated, she draws a face on a rock and tells Edgar it's really a demon—and if he doesn't sit quietly, the demon will eat him. Edgar complies, but begins to hear the 'demon's' voice in his head. He obediently does everything the scary demon says, but when he falls further and further under its horrible demonic spell, the confused Claire realizes she may have gone too far, and that Edgar is more gullible than she thought.

An old friend of Claire's comes to Ridgewood as an exchange student. After seeing how she treats people now, Claire realizes they are no longer compatible, but her friend is so agro that Claire is reluctant to break off their friendship. She decides her best option is to try to "ghost" her—as in, use a spell that literally turns her into a ghost—to avoid having to confront her. This has disastrous consequences, and Valmera eventually councils Claire do the right thing and cut ties with her friend.



#### → SITTER, UNHAPPIER →

Claire and Edgar offer to babysit Mom's many foster children when she is going out with the girls to play tennis. Edgar is a bit nervous, since Mom's foster children are a rambunctious assortment of grubs, monsters, and 4-year-olds, but Claire has a plan: she's whipped up a sleep potion to keep the wilder ones sedated. Only, one child, a young satyr girl, steals her potion right off the bat, so Claire is forced to wrangle the misbehaving youths without use of any magic. She and Edgar do everything they can to try to keep them in line, but Mom's cottage quickly resembles a war zone, and Claire's babysitting (and negotiating) skills are put to the ultimate test.

#### → BEWARE CLAIRE →

Swan embarrasses Claire by using a spell to magically project to the whole Coven that she still sleeps with a stuffed gargoyle in her bed. Mortified, Claire is determined to prove to everyone that she isn't fluffy and cute and deserves to be taken seriously, so she goes down to a rough part of Ridgewood to hang out with some bad teenage witches. She gets a real thrill from all the dangerous fun stuff they get up to and feels like her reputation is restored. But when her bad new pals find out Claire has it out for Swan and they want to use serious dark magic to get revenge on her behalf, Claire starts to wonder if she made a mistake...

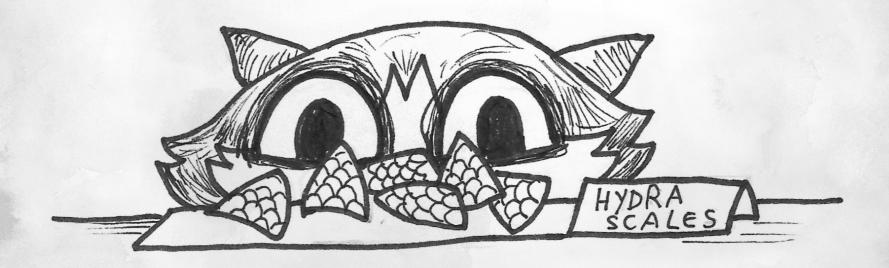


#### → PORTAL DANGER →

Valmera takes Claire's class on a field trip to the Pit of Abiding Ruin, a labyrinthine nexus full of mushrooms that release portals ("spore-tals") to all sorts of random other realms. She makes it very clear that everyone needs to follow her instructions so as to not get sucked into some bizarre plane, but Edgar thinks he sees some really delicious nachos in one of the portals and impulsively leaps through it. An annoyed Claire rushes after him and tries to bring him back, and the two become hopelessly lost across a series of strange planes as Edgar chases after more and more treats he sees in various portals.

#### → CRUEL DETENTIONS →

Edgar really frustrates Claire at the Coven one day, mistaking a tray of hydra scales she needed for nachos and generally not pulling his weight as a Familiar. She snaps at him when he makes one of her spells totally blow up the classroom, and the two are sent to magical detention, which exists in an extra-planar dimension that is suuuper boring. Claire is disappointed that this will make her miss her chance to see a Pop-Up Skull Museum she was excited about. Realizing this is all his fault, Edgar becomes determined to break them out of this detention dimension and prove he can be a good Familiar after all.



## Springboards

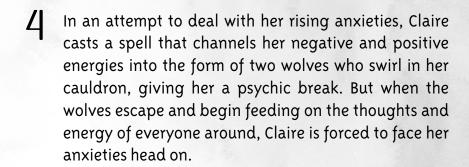
1 Valmera tasks Claire with defeating an evil creature for school, who turns out to be Flufftops' boyfriend! Flufftops loves the heck outta him—so Claire must figure out how to pass the assignment without actually eviscerating him.



The devil cat El Diablo tries to possess Edgar so he can help him come to the Material Plane. Edgar is tempted by the power, and Claire must protect him at all costs.



Claire is accused of cheating on a scrying exam at the Coven and temporarily has all her magical powers stripped from her. As she struggles to adjust to life without spells, Edgar goes into detective mode to help her prove her innocence.



Claire leads Edgar and her friends in playing the pen-and-paper role-playing game "Dentists and Dishwashers," where they envision lives in what is to them a fantasy world but what is to us just normal 21st century life.



A deadly Beholder from Mom's old life before becoming a foster parent has tracked her down, hoping she could help him defeat the old warlock they used to work for, who has gone insane. Claire learns about Mom's dark past while helping her on this tough quest.

Zedgar finds a magical dreamcatcher relic that actually succeeds in filtering out all of his nightmares when he sleeps. But he soon learns that it has a max capacity, and once it is overloaded it shatters and all of his nightmares are projected onto reality!

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Edgar discovers that Swan has started a popular series of magical holograms where she shows off her trendy potion ingredients for younger witches in training (think: YouTube unboxing videos). Swan contacts Claire asking for help. Claire thinks it's for an assignment they were paired up for—but when she gets to Swan's house, finds that she has accidentally swapped bodies with her toad familiar.

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After hearing Death play an acoustic set down at the tavern, Claire realizes he is desperately lonely. She tries to play matchmaker and sets him up on dates with everyone she can think of. Death's been out of the game a while, so she and Edgar give him dating tips.

Claire's class learns about the prophecy of a Harry Potter-like figure destined to save Ridgewood from a great evil. Swan begins exhibiting signs that make everyone think she might be this fabled chosen one, but Claire is convinced she's faking it for attention.

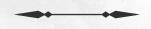
Edgar finds a cool pet toy (think: Kong dog ball) afflicted with a curse that makes pets think there are amazing treats inside, and it ends up driving every dog in the town mad. El Diablo created and unleashed—one ball to rule them all.



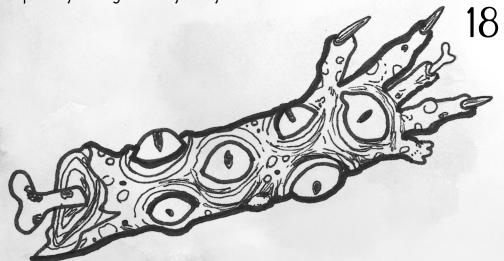
13 After leveling up her magic, Claire is told she will need to swap out Edgar for a new, more powerful familiar to continue her studies. Will she risk losing her friend to achieve her ultimate magical ambitions?



Claire is assigned to look after a new student at the Coven, who follows her everywhere and gets super annoying. She ends up making Claire reap the wrong soul at her part-time job working for Death, causing a disastrous chain of events.



15 Claire and Edgar find a cute kitten who turns out to be a little man in disguise who is angling to steal a secretly-powerful magical artifact of theirs.



A guest mage visits the coven and along with Valmera challenges the students to solve special puzzles to find magical gems. Claire manages to find them all, but it turns out the mage was secretly a xorn monster who just wanted to eat them—only, Valmera was one step ahead and laced the gems with a transformative agent that turn him into a chair.



After feeling put down because he's just a small cat, Edgar drinks a potion to make himself larger... but accidentally winds up the size of a giant kaiju monster. Claire must find a way to shrink him before the Ridgewood battalion comes to strike him down.



Claire is watching a magical "YouTube" style tutorial on how to brew a difficult potion when Edgar invites a new friend over. He's a large, super clumsy cat who doesn't know own strength and keeps getting in Claire's way until she finally snaps.



- Deep in the forest, Claire and Edgar find an infestation of time leeches nibbling away at the fabric of time, causing events to happen in non-linear fashion, slow down and speed up, etc. They must stop all the leeches and restore the time balance, while fending off the temptations the leeches offer them to alter their own pasts for the better.
- In a Cats-like musical episode, Edgar's whole giant family returns to Ridgewood for a reunion, and Claire helps him grapple with the fact that all of his siblings have achieved much more than he has (one is a fatcat businessman, one is a high-level shaman, etc).

- Claire and Edgar help Mom clean out her cottage by holding a yard sale for all the magical junk she has lying around. It turns out Mom is a giant hoarder, however, and won't let all her junk go easily.
- The Coven is struck by a curse that causes everyone to begin looking and acting like anime characters; they make exaggerated poses and bizarre color cards appear out of nowhere behind them. Claire and Edgar must act fast to end this nightmare!
- 23 Edgar is psyched when he wins a "Meet and Greet" competition to meet his favourite celebrity sorceress chef...until it turns out it was actually a "Meat and Greet", and she wants Edgar's flesh for the main course!
- Claire discovers some embarrassing fan-fiction Valmera wrote about the characters from her favourite Twilight-like series of Satanic romance books. Claire then falls victim to a curse her professor had put on the fan-fiction to try to keep it private, which transports her and Edgar into the world of the story, which they then must then escape from.

- After Claire helps Mom celebrate her 800th birthday, she notices Mom is starting to slip and wonders if she needs to think about putting her in an old monster's home. It turns out the enchanted gift Claire got her as a present was just interfering with her Beholder brain.
- 27 Edgar spends a weekend at the wild Familiar Camp, where familiars are supposed to learn new skills. He instead mostly goofs off and leads the camp on a raid on the snooty rich animals' Familiar Camp on the other side of the lake of fire. They have better food.
- When Edgar's late to a Familiar party, he is distraught to find he missed out on all the hors d'oeuvres. He then makes a "deal with the devil" with a snack demoness: she agrees to conjure him up some delicious jalapeño poppers, but only at great cost...
- 28 Claire and Edgar play hide and seek with Mom's rambunctious foster kids. One can turn herself invisible, but Claire's determined not to let that stop her from catching her.



Claire and Edgar venture to the Ridgewood Coven's catacombs-like library to find a book for class. She instead finds a volume that seems to tell her future, but in the end it turns out there's just a demon living inside that is telling Claire what she wants to hear so she'll check out the book and free the demon from the library.

## Facts & Figures

#### → SPELLBINDING STATISTICS →

The Summoning is Frederator Studios' most-watched GO! Cartoons short with 3.6 MILLION VIEWS. It has 10 times the views of our average GO! Cartoon.

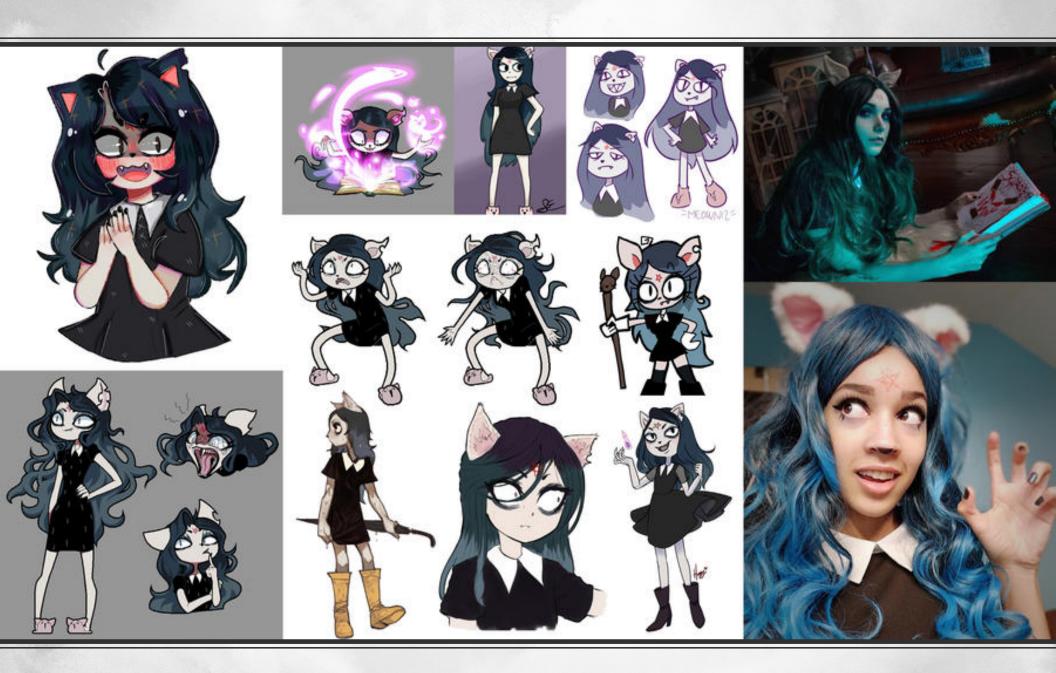
The 5-minute short has almost 200,000

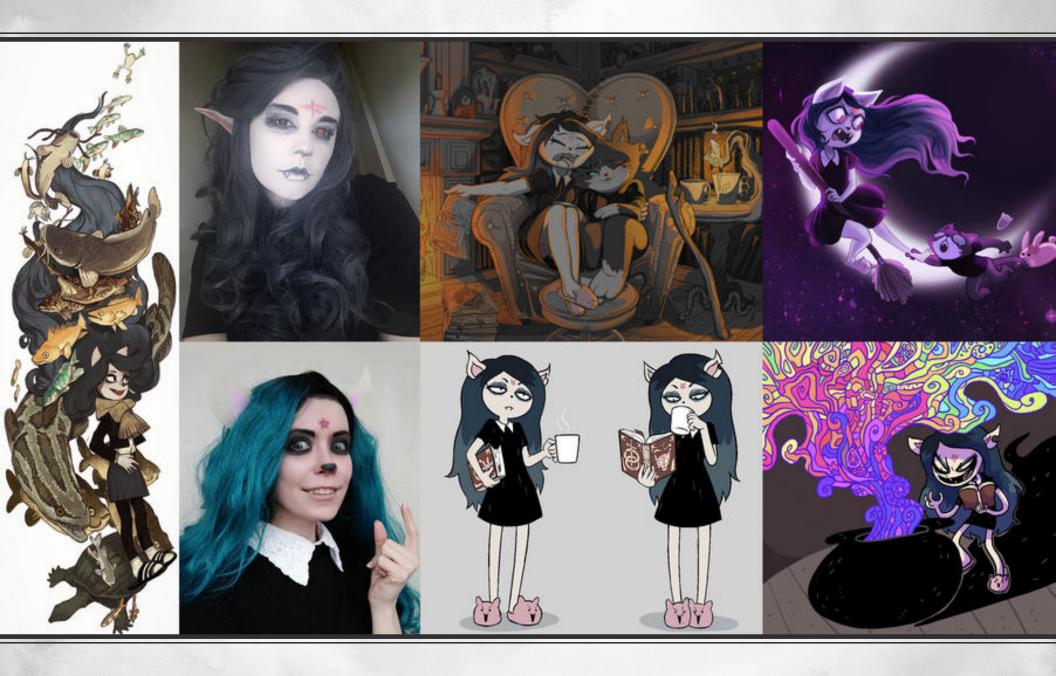
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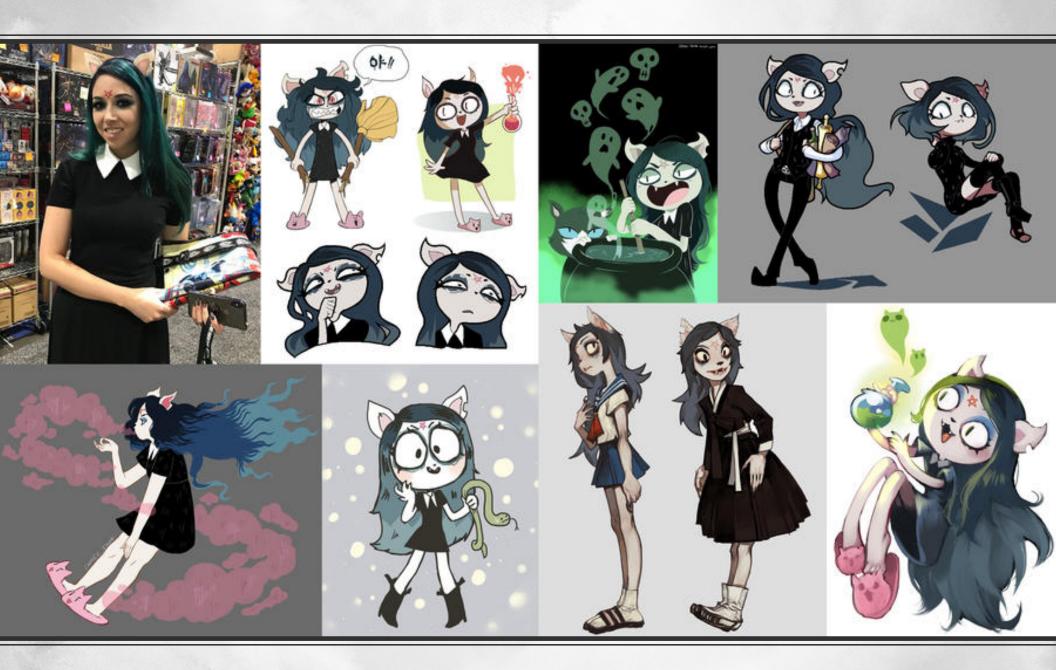
10,000 COMMENTS to date, with people commenting as recently as AN HOUR ago.



And enough fan art to fill the Louvre...









### Thank You!

ELYSE CASTRO is an artist and teacher who lives in Brisbane, Australia. After completing her Creative Industries degree at Queensland University of Technology, Elyse threw caution to the wind and decided to become a tattooist.

After 4 years in the tattoo/art industry, she asked herself, "won't someone think of the children!?" and went back to Uni to become an arts teacher. She practices all of her jokes on her very own studio audience—her class! (That's actually a lie, there's a very vigorous curriculum).

FREDERATOR STUDIOS is a premiere creator-driven animation studio based in Burbank, CA. Frederator's productions include Nickelodeon's Fairly Oddparents and My Life as a Teenage Robot, Cartoon Network's Adventure Time as well as current productions Castlevania for Netflix, Bee and Puppycat, and Costume Quest for Amazon.

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